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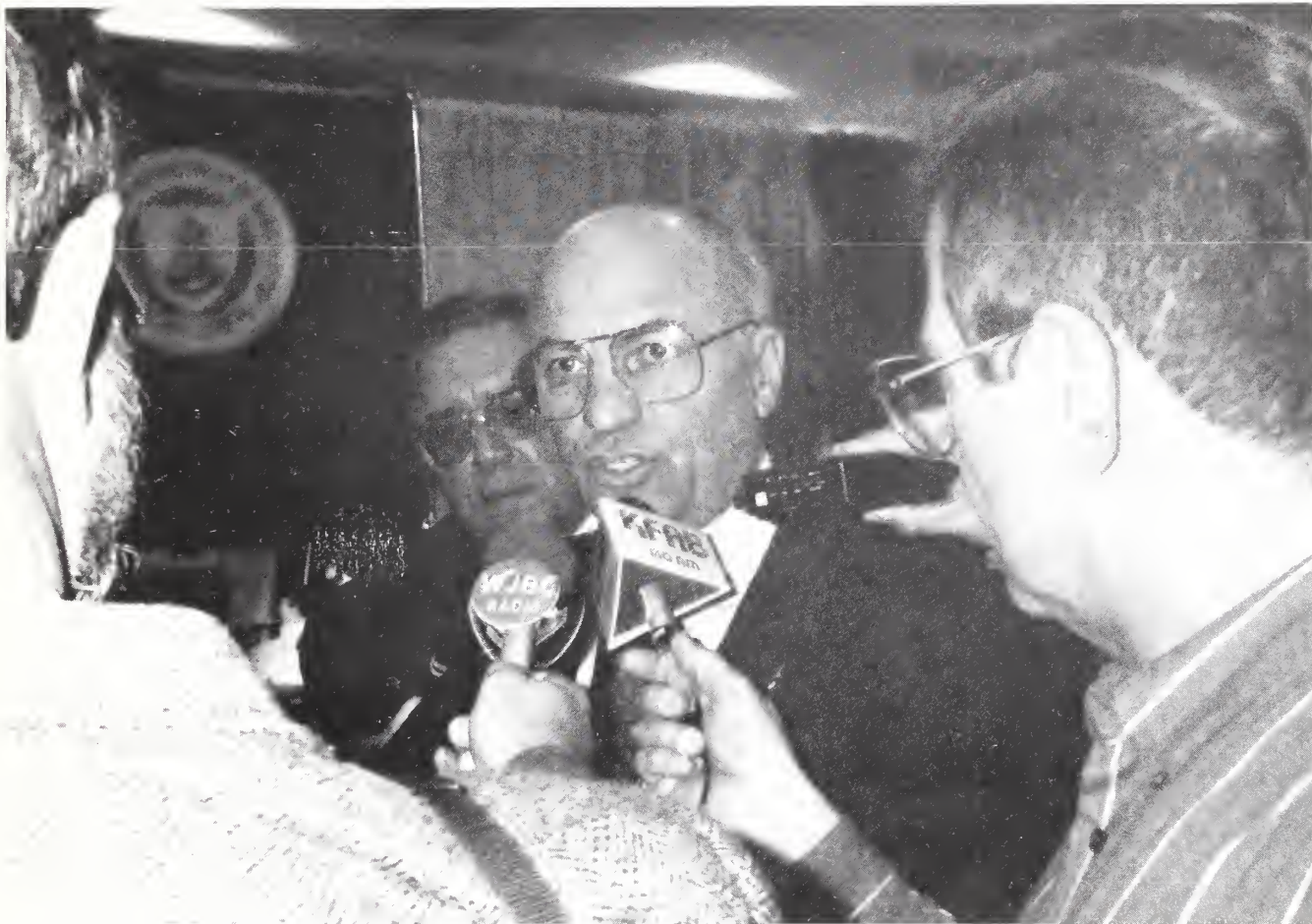
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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2484

Nov. 16, 1990



FARM BROADCASTERS interview Secretary of Agriculture **Clayton Yeutter** during his visit to USDA Broadcasting's exhibit booth, **USDA Touches Your Life**, at the **National Association of Farm Broadcaster's** annual meeting Nov. 8 in Kansas City, Mo. Yeutter, who has directed USDA employees to use ethanol or ETBE fuels in USDA vehicles when available, drove an ethanol-powered automobile to the NAFB conference. While in Kansas City, he held a press conference and was the dinner speaker at NAFB and spoke to FFA members. (USDA Photo by Marci Hilt)

NEW DIETARY GUIDELINES -- Secretary of Agriculture **Clayton Yeutter** & Secretary of Health & Human Services **Louis Sullivan** recently released the third edition of "Nutrition and Your Health: Dietary Guidelines for Americans." Popularly called the "Dietary Guidelines," the bulletin is the federal government's principal statement of nutritional advice. The new edition maintains the seven principal messages of earlier guidelines. However, the new bulletin reflects changed emphasis to take into consideration the latest scientific information. For a copy of the "Dietary Guidelines," call **Marci Hilt** (202) 447-6445. Media only, please.

RURAL POPULATION INCREASING -- About 25 percent of the U.S. population -- or slightly more than 66 million people -- lived in rural areas in 1989. In 1988, nearly 65 million people lived in rural areas. During the same period, the number of people who lived on farms dropped from 4.9 million to 4.8 million -- not a statistically significant difference, the U.S. Census Bureau says. You can compare this figure with the farm labor force in the next item. People who live on farms make up 1.9 percent of the nation's total population. Farms must sell at least \$1,000 in ag products during the preceding year to qualify as a farm for this study. Contact: Felicia LeClere (202) 219-0536.

FARM LABOR -- During the week of Oct. 7-13, 3.32 million people worked on the Nation's farms & ranches, according to USDA. This compares with 3.38 million workers in October of last year. Workers' hourly wage rate in 1990 was \$5.64, up 22 cents from a year earlier. This year's workforce was comprised of 1.56 million self-employed farm operators, 528,000 unpaid workers and 935,000 workers hired directly by farm operators. Rounding out the total were 296,000 ag service employees doing work on farms & ranches during the survey week. Contact: Tom Kurtz (202) 475-3228.

BJERKE NAMED -- Sec. Yeutter has appointed Keith Bjerke as a member of USDA's Commodity Credit Corporation Board of Directors. Bjerke, administrator of USDA's Agricultural Stabilization & Conservation Service, was nominated to the board by President George Bush and recently confirmed by the Senate. Bjerke also served as CCC executive vice president. The CCC board consists of eight USDA officials & is chaired by Sec. Yeutter. Contact: Robert Feist (202) 447-5789.

VIRUS TRICKS COTTON PESTS -- USDA entomologists have used an old virus to play a new trick on two major cotton pests in the Mississippi Delta. Marion R. Bell, Earl A. Stadelbacher & Dick D. Hardee sprayed weeds surrounding cotton fields with a virus that is a natural enemy of the cotton bollworm & tobacco budworm. The virus will not harm people, plants, animals or beneficial insects. "The virus is not new, but using it to spray weeds near cotton fields is," said Bell. "If the approach were used over the entire Delta area's 4.7 million acres, it would cost cotton producers only 14 percent, or \$7 million, of their current \$50 million annual losses to these two pests." Contact: Marion R. Bell (601) 686-5231.

SENDING FOOD TO U.S. TROOPS in Saudi Arabia? USDA has some tips for packing home-cooked food & other treats to send to the troops. "The most important thing to remember is don't send foods that are perishable or can't tolerate rough handling," says Sue Templin. Templin supervises USDA's Meat & Poultry Hotline. "We want to help consumers make sure they're packaging food presents and not food problems," says Templin. For more advice on shipping food & advice on other food safety issues, call the Hotline -- (800) 535-4555 -- from 10 a.m. to 4 p.m. Eastern time. People who live in the Washington, D.C., area should call (202) 447-3333.

AG YEARBOOK COMING SOON -- "Americans in Agriculture: Portraits of Diversity," the 1990 Yearbook of Agriculture will be available soon. Media review copies -- media only, please -- will be available beginning Nov. 19 from USDA's News Division. Call (202) 447-4026 and ask for a media review copy.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1745 -- This week it's a re-release of our award-winning report by **Gary Crawford** on the "Secret Lives of Vegetables." (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1226 -- How polluted is U.S. groundwater? A water quality cartoon booklet; holiday chocolate bargains; U.S. food aid to other nations is part charity, part economics & part politics; how to add fiber to your diet. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1733 -- USDA News Highlights; soybean outlook; wheat prospects for the new year; EPA releases groundwater survey; preventing "Farmers Lung." (Weekly reel of news features.)

NEWS FEATURE FIVE #1346 -- Combining pheromone with insecticides, target-specific insecticide caps, persimmon -- high vitamin fruit, alternative crop for southeast, USDA Select -- a leaner cut of meat. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tues., Nov. 20, global food update, ag outlook report, U.S. trade update, crop/weather update; Wed., Nov. 21, feed outlook; Nov. 22, Holiday; Mon., Nov. 26, livestock update, world sugar outlook; Tues., Nov. 27, crop/weather update, plus USDA Radio begins coverage of USDA Outlook Conference with stories on the farm credit outlook, Sec. Yeutter's address on "Agriculture in a World of Change," the outlooks for the U.S. economy, ag & farm trade.

Wed., Nov. 28, more Outlook Conference coverage with stories on the outlooks for food grains, feed grains, oilseeds, livestock, food prices, fruits & vegetables, farm income, farm inputs & tobacco; Tues., Nov. 29, Outlook Conference final day with stories on food safety & environmental dilemmas & energy issues for ag; Fri., Nov. 30, ag prices, cotton & wool situation, world dairy situation.

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **Lynn Wyvill** has two reports on how to prepare your Thanksgiving turkey safely & **Pat O'Leary** takes a snapshot of the U.S. farm sector.

ACTUALITIES -- USDA Chief Meteorologist **Norton Strommen** on weather & crop development; USDA World Board Chairman **Jim Donald** on supply/demand outlook for wheat, corn, soybeans & meat production; USDA Economist **Nathan Childs** on farmers' finances & trade with Mexico; EPA Deputy Administrator **Henry Habicht** on a national survey of drinking water wells; & USDA Assistant Secretary **Jim Moseley** on a water quality education for children.

UPCOMING FEATURES -- **Lynn Wyvill** reports on global climate change clues; **DeBoria Janifer** reports on USDA's Dietary Analysis Program & **Pat O'Leary** looks at improving grain inspection.

Available on Satellite Westar IV, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY 7:30 - 7:45 p.m., EST
SATURDAY 10:00 - 10:45 a.m., EST
MONDAY 8:00 - 8:45 a.m., EST

OFFMIKE

DRY WEATHER...for the last two months has lowered cotton yields, says Jerry Gehman (WASG, Atmore, Ala.). Soybeans are also affected with lower weight at harvest, but recent brief rains have provided enough moisture for spring wheat to emerge. The 30-day outlook calls for a general dry trend. Jerry says the NAFB convention in Kansas City was the best ever for getting information to members.

THE SECRET...to having a good harvest was getting in the fields before corn borers could weaken stalks, says Jim Coyle (KRES, Moberly, Mo.). At the recent FFA national convention, Jim received the organization's top honor, an honorary National Degree. Jim says Missouri FFA'ers won a record 83 National Degrees.

HARVEST WAS STOPPED...in mid-November by rain and 12 inches of snow, says Pat Driscoll (Michigan Farm Radio Net, Milan). Yields so far look good. Pat says the network has completed moving its editorial offices from Milan to East Lansing.

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Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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CONGRATULATIONS...to Gene Ragan (WTVY-TV/FM, Dothan, Ala.) for receiving the Florida Farm Bureau award for "outstanding achievement by a broadcast newsperson reporting on agriculture for 1990." It was presented at the annual meeting in Tampa. Gene has also received the Florida County Agents Association's Outstanding Agriculturist Award for service to the state's agriculture during his 37 years of farm broadcasting.

PIONEER BROADCASTER...Everett G. Mitchell, 92, died Nov. 9 at a nursing home in Wheaton, Ill. Mitchell created one of the earliest farm programs in 1926 on WENR Chicago, hosted a farm program on WMAQ & a TV farm program in the 1950's, retiring in 1968 after 42 years on the air. He served 30 years, 1930 to 1960, as announcer for "The National Farm & Home Hour," & will always be remembered for the program's opening line, "It's a beautiful day in Chicago."

A handwritten signature in dark ink, appearing to read 'Vic Powell', is written over the typed name.

VIC POWELL
Chief, Radio & TV Division